

# ***T**HE NAB CRYSTAL RADIO AWARDS*

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## *for excellence in community service*

*The NAB Crystal Radio Awards recognize stations for their outstanding commitment to community service. Since its inception in 1987, radio stations all over America have been honored for their dedication to providing responsive, individual service to the cities, counties, and towns they serve.*

*The popularity of the NAB Crystal Radio Awards attests to this dedication. Many radio stations enter this competition. It is not a simple task. To enter, a station must submit a 10-page document, distilling into simple language all the hard work that went into a year's worth of community service.*

*Professionals from the fields of community service, public relations, advertising, and broadcasting review the entries and narrow the field to 45 finalists. These are top radio stations, stations whose commitment to community service is clear and substantial. Ten stations were chosen to receive Crystals, to represent the very best in our industry. But all 45 finalists deserve our praise.*

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**(Note:** The information contained in this booklet was provided by the finalists themselves and they are solely responsible for its accuracy.)

*The Standard of Excellence*

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# KASE-FM

*705 North Lamar, Austin, TX 78703*

*Telephone: 512-495-1300, Contact: Toni Luttrell, Promotions Director*

"KASE" and point: The Community Service Leader. As Austin's #1 rated station for over twelve years, KASE 101 strives to lead the community as a caring and committed partner. KASE 101 takes a pro-active role in projects — often committing staff personal time as well as broadcast support. 1994 proved to be the most involved yet. Although KASE's accomplishments on behalf of Central Texas were many, a few highlights were: \$30,000 for Austin Crimestoppers; \$19,800 for Make-A-Wish; \$225,000 for Walk America; \$75,000 for the Center for Battered Women; \$340,000 for the Junior League's Christmas Affair; and, \$35,500 and 30,000 coats for "Coats for Kids." Additionally, as the exclusive radio sponsor of the larger events in this community, the station lent broadcast support and staff for Austin's most popular community festivals attended by hundreds of thousands (Austin Travis County Livestock Show and Rodeo, Austin Aquafestival, the Great Tastes of Austin, and more).

# KBIG-FM

*7755 Sunset Blvd., Los Angeles, CA 90046*

*Telephone: 213-874-7700, Contact: Fred Missman, Director, Creative Services and Public Service*

KBIG: A record year in a 25-year commitment to public service. In one of the world's most ethnically diverse regions and in a year shattered by a 6.8 earthquake, KBIG brought people together with a record level of public service and community involvement. In terms of tangible benefit, 1994 was a record year, with KBIG contributing well over \$10 million in community service value to Southern California. It's the latest in a 25-year record of commitment to community service that few stations can match, with a cumulative effect that makes KBIG a premiere community service resource for Southern California. Add \$2,407,665 — money KBIG events helped raise for charitable organizations in 1994. Plus 3,426 hours of volunteer time from KBIG staff donated to more than 27 community service organizations. Then add the incalculable paid employee hours that KBIG contributed to make our community service achievements happen. In 1994, KBIG developed "Making the BIG Difference," a daily feature highlighting efforts citizens, groups, and businesses make to our area — inspiring others to make our community better through similar efforts. And we committed station resources to producing and distributing no-charge public service announcements for area service organizations.

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# KCDZ-FM

*6448 Hallee Road #5, Joshua Tree, CA 92252*

*Telephone: 619-366-8471, Contact: Cynthia Daigneault, President/General Manager*

Community service isn't something we feel is a "have to," but rather it's something we want to do. We're a small station with a full-time staff of eight people. About 75% of the weekends in 1994 were spent showing our commitment in some sort of charitable function or fund-raiser. In 1994, KCDZ collected over 27,000 pounds of food, 1,000 toys, and food for over 2,000 people at Christmas; promoted Sober Graduation and Academic Achievement at the high schools; helped collect over 6,000 pounds of books for the college; held a Radiothon to build a BMX Bike Track; helped the Red Cross recover from near closure; co-sponsored a free health fair; helped raise over \$1,800 for Adult Literacy; brought awareness to the problems of domestic violence in our area; chaired local fund-raisers; held various high ranking offices in several clubs dedicated to service, and promoted numerous other events. We ran over 10,000 PSAs, valued at approximately \$100,000; covered over 500 charity events; and were involved in over 30 community events. For these events we donated an additional 2,000 announcements valued at approximately \$20,000, five hours of air time for a Radiothon, and over 30 hours in air time for live broadcasts from various events (valued at approximately \$5,000).

# KCMO-FM

*4935 Belinder Road, Westwood, KS 66205*

*Telephone: 913-677-8998, Contact: Brad Waldo, Program Director*

As a member of the Bonneville International Corporation family of stations, Oldies 95 is one of four Bonneville radio stations in Kansas City committed to "serving and improving individuals, communities, and society through providing quality entertainment, information, news, and values-oriented programming." We live out this commitment through our "WOW" program. "WOW" means: "We will embrace a way of life that takes service to levels of performance that far exceed the expectations of our customers, listeners, and employees. After years of ascertaining community needs, Oldies 95 FM noticed a consistent pattern developing in the type of problems described by community leaders. Oldies 95 FM has focused our community service efforts in two areas: improving family life and supporting projects which directly help specific families. By improving and helping families in Kansas City, we can, over time, get at the core of some of our bigger problems like crime, poverty, lack of education, drug usage, and unemployment. We let people know how they can improve education, reduce stress, increase safety, learn new skills, and have fun together. We also help specific families by feeding them, providing employment opportunities, collecting bikes (1,200 new and 850 refurbished), and donating blood (550 units).

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# KFGO-AM

*1020 South 25th Street, Fargo, ND 58103*

*Telephone: 701-237-5346, Contact: Jon Quick, Vice President, Programming*

KFGO Radio is known to its listeners as "A Friend You Can Depend On." That slogan has never been as true as it was last year. After receiving an NAB MARCONI award the year before, KFGO went on to win two Edward R. Murrow Awards for news programming excellence in 1994. That was the climax of a year filled with a total of 23 awards for news programming, including many special features on matters of community concern and involvement. The entire KFGO staff participated in an extraordinary year of station sponsored community service activities, raising hundreds of thousands of dollars: events such as the "Leukemia Society Pennies for Patients" program (raised \$7,000); the *Children's Miracle Network Telethon*; walk-a-thons for MS; and, "The Grand Prix" for the Arthritis Foundation (\$40,000 raised), just to mention a few. Plus, other public service activities such as the "Roger Maris Celebrity Golf Tournament for Cancer Research," the "KFGO Twins Youth Baseball Clinic," and more. Daily, KFGO is a true reflection of the cares and needs of the people of the metro and vast rural sections of its giant upper midwest coverage area — the only full-service station in the area devoted to 24 full hours of all local programming and public service efforts.

# KGO-AM

*900 Front Street, San Francisco, CA 94111*

*Telephone: 415-954-8106, Contact: Allison Hodges, Media and  
Community Relations Manager*

More than 1 million listeners tune to KGO Newstalk AM 810 every week for news and news-oriented talk programs, making it the #1 radio station in the San Francisco Bay Area. Wherever and whenever news happens, KGO Radio is there to provide award-winning reporting and a forum for discussion to help local listeners make sense of the issues that shape their world. KGO Radio is dedicated to the community, regularly sponsoring civic and charitable events. In 1994, KGO Radio hosted its "14th Annual Leukemia Cure-A-Thon" and raised over \$4 million for leukemia research; sponsored the "4th annual Race for the Cure" which raised over \$3 million to provide free mammograms for Bay Area women; raised \$173,000 in its "6th annual Thanksgiving Charities Drive" for three agencies which provide services for the hungry and homeless; helped collect \$286,000 and 1.4 million pounds of food for local county food banks; helped collect 43,800 toys and \$150,000 for underprivileged "Cherish Our Children" kids; helped recover over \$400,000 for listeners with consumer disputes; aired public service announcements for hundreds of non-profit organizations; provided media training for local community organizations during Media Access Seminars; and, much more.

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# KGUM-AM

*P.O. Box GM, Agana, Guam 96910*

*Telephone: 671-477-5700, Contact: Jon A. Anderson, President*

The only News/Talk radio station in the Western Pacific, KGUM-AM, known as Newstalk K-57 Radio, is a vital news and information source for the more than 300,000 people who live on the islands of Micronesia. The station's talk show hosts have become "family members" to our listeners and provide a vital link during times of disaster. The station broadcasts frequent weather warnings, escalating to continuous coverage if storm conditions such as typhoons approach. When a storm passes over or close to Guam, power is lost to the island but Newstalk K-57 remains on the air with standby generators. The call-in format of our shows allows for listener interaction about the storm as the station becomes, in effect, an island-wide party line of sharing and mutual support. Newstalk K-57 Radio serves a multi-ethnic audience of Pacific Islanders. A highlight in 1994 was live coverage of the founding of the Republic of Palau, a new nation of small islands 850 miles southwest of Guam. Other highlights included our locally originated talk shows such as *Coptalk*, *Schooltalk*, *Health and Fitness*, and *Practical Computing*.

# KISS-FM

*8930 Four Winds Drive, Suite 500, San Antonio, TX 78239*

*Telephone: 210-646-0105, Contact: Tracy Walker, Program Director*

99.5 KISS-FM's unique approach to community service involves its audience and gives San Antonio positive, long lasting results. KISS's projects are exciting, entertaining, and fun, with powerful impact. KISS was sole sponsor of building a Habitat for Humanity House, raising funds and organizing the volunteer labor. Honoring the Habitat motto of "a hand up, not a hand out," contributions were accepted through various entertainment events such as concerts and festivals, raising \$26,000. The volunteer construction crew, headed by the morning team, John Lisle and Steve Hahn, completed the house in ten Saturdays and dedicated the "House That KISS Built" on December 11, 1994. KISS also successfully completed other major community service projects, including the "Rock n' Roll Up Your Sleeve Blood Drive," generating a record number of units; "Pet Adoption Day," benefiting the Animal Defense League; and the "14th Annual Holiday Food Drive," feeding thousands of San Antonio families. Airtime dedicated to community service was worth \$888,930, plus \$45,000 was raised to support worthy causes. KISS is proud of its record of commitment to public service and the ability to access the power of its audience in a vibrant and compelling way for the good of the community.

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# KKBN-FM

*22960 Vantage Pointe Drive, Twain Harte, CA 95383*

*Telephone: 209-586-1988, Contact: Sylvia Leutz, Station Manager*

When a natural disaster strikes, it's no longer business as usual at KKBN. The summer of 1994 was one of the worst forest fire seasons on record in the Central Sierra. KKBN's entire staff pitched in to continuously broadcast updates from the fire's front lines, the official command center, the Red Cross Shelter, and other locations. Our mission was to inform and to comfort the thousands of people threatened with the loss of their homes. Off the air we worked to reunite children at home with their working parents, to direct officials to isolated senior citizens, to match volunteer services with those in need and to deliver needed supplies and support to the firefighters. In 1994 KKBN: aired over 3,000 PSAs, raised \$2,500 during the Twain Harte Run; hosted the Yes Council simulcast radio and telethon; and, participated in many other events. We're a small town radio station with an old fashioned commitment to serving our listeners needs because "The Cabin Cares."

# KKBT-FM

*6735 Yucca Street, Los Angeles, CA 90028*

*Telephone: 213-466-9566, Contact: Sharon Klein, Marketing Director*

KKBT feels a responsibility to educate and promote unity among Los Angeles' many cultures. KKBT's "No Color Lines" campaign encourages positivity and unity through music. As Southern California's only full signal Urban station, KKBT strives to entertain and serve its listeners. This was evident through The Beat's 1994 community service events. Highlights included: "It's A Success" (high school benefit concert which helped raise over \$12,000); "The Beat Summer Jam" (over 16,000 people and raised over \$25,000 for gang violence and alcohol and drug abuse awareness organizations); "End of Summer Breakfast" (donated food for 1,000 homeless youth); "Food For Life" (eight barrels of food were collected), and "The Beat Holiday Cooldown," an annual event which raised \$6,000 and continues to benefit My Friend's Place, a resource center for homeless youths. Through KKBT's efforts, kids have been encouraged to stay in school, community leaders and rappers got together to "Stop The Violence," a high school was able to publish its yearbook, and a homeless teen center kept its doors open for another year. The Beat has become Southern California's most pro-active station committed to community action — because actions speak louder than words.

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# KKCS-FM

*5145 Centennial Blvd., Colorado Springs, CO 80919*

*Telephone: 719-594-9000, Contact: Chrissy Adsit, Marketing/Promotions Director*

The main purpose of KKCS is to serve its listeners. KCS provides them with "Continuous Country Favorites," but more importantly, KCS strives to excel in its commitment to meeting their needs. This is accomplished by making listeners aware of community events and issues, and giving them every opportunity to get involved. From our public affairs programming, such as *Springsbeat* and *Street Talk*, to station-sponsored community events like "Tour Tejon" which raised \$8,500 for Make-A-Wish and "Ride with the Stars" which raised \$40,000 for the North American Riding for the Handicapped Association, KCS takes pride in super-serving the needs of its listeners better than anyone else. Other events which KCS sponsored or promoted included: "Territory Days" (drew estimated crowd of 150,000); "Bid for Bachelorettes" (raised \$2,000); "Heart & Sole Classic" (360 people participated, \$11,000 raised, promotional air time valued \$2,000), and "Snoball Softball" (raised \$15,000). KCS is more than just a radio station. It is the means by which the majority of Colorado Springs' radio listeners keep informed, involved, and take responsibility for their own community.

# KKDZ-AM

*1334 1st Avenue, Suite 150, Seattle, WA 98101*

*Telephone: 206-382-1250, Contact: Linda Carpenter,  
Community/Corporate Development Director*

KKDZ serves kids three to 11 with a mix of music, entertainment, news, information, and special features designed just for kids. KKDZ's 1994 efforts included local programs such as *Ask TrooperFitz*, in which a Washington State Police Officer takes calls from kids on a variety of subjects such as fighting crime, how to say no to drugs, and how to deal with bullies at school. *I'll Never Do That Again*, allows kids to share scary, dangerous, or just plain silly stories to encourage other kids not to do the same thing. *Where in the World Did that Come From?* features Detective Winthrop, a Sherlock Holmes type, who takes the mystery out of everyday things. KKDZ prominently featured PSAs and helped out 63 community groups during 1994. The KKDZ tour auction netted \$14,600 for a wide variety of concerns including 52 schools and PTAs, 6 Boys and Girls Clubs, and Children's Hospital. KKDZ also sponsored the "King County Summer Reading Program" (40,000 elementary aged kids participated, 30% more than in '93); the "Walk a Mile to Save a Mind" (\$33,000 raised to assist the United Negro College Fund); and, "KidsArt '94" (\$5,800 raised for Childhaven, a community service organization that provides help for abused kids).

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# KKYR-AM/FM

*2324 Arkansas Boulevard, Texarkana, TX 75502*

*Telephone: 501-772-3771, Contact: Craig Reiningger, General Manager*

Yes, a radio station can make a difference. The employees of KKYR believe we can make Texarkana better with a dedicated commitment to serving our community. KKYR aired more than 3,000 minutes of "Informing Texarkana" public affairs programming; KKYR aired more than 1,300 broadcasts of the local Crimestoppers Report; KKYR's commitment to local news resulted in nine statewide news awards; KKYR contributed more than \$180,000 in public service air time to some 200 local organizations; KKYR employees personally donate their services to 23 groups and organizations; KKYR took a lead sponsorship roll in 15 large community fund-raisers by contributing a total of \$119,000 to these events; and, KKYR received the 1994 Bonner McLane Public Service Award from the Texas Association of Broadcasters. This was our third straight year to win this award.

# KLOS-FM

*3321 South La Cienega Boulevard, Los Angeles, CA 90016*

*Telephone: 310-840-4915, Contact: Nelkane Benton, Director, Community Relations*

KLOS's commitment to public service is unmatched by any rock 'n' roll station in Southern California, from the one-of-a-kind "Community Switchboard" — staffed by over 100 community volunteers offering helpful information from consumer assistance to suicide prevention — to the \$2 million in public service airtime donated for non-profits, fundraisers, and awareness campaigns. In 1994 the "KLOS Food Bank" collected over 2.6 million pounds of food for the homeless and hungry throughout Southern California and the "KLOS Foster Teen Scholarship Fund and Christmas Gift Project" purchased \$20,000 worth of holiday gifts for the often forgotten teenage foster youth, and will provide \$45,000 in scholarships to nine qualifying graduates of the Los Angeles County Foster Care System. Although money is a powerful commodity, saving lives is the most precious, and that's what the 5,327 pints of blood donated during the "KLOS Blood Drive" accomplished. Another life-saving project was the "KLOS Pet Adoption," which found loving homes for 185 pets who were slated to be put to sleep. Additionally, the \$6,000 raised for the "KLOS Spay & Neuter Fund" will help fight pet over-population.



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# KMOX-AM

*One Memorial Drive, St. Louis, MO 63102*

*Telephone: 314-444-3208, Contact: Marie Boykin, Director, Community Affairs*

During 1994, KMOX News/Talk 1120 listened to community representatives and responded to their concerns. The station sponsored health care and diversity town hall meetings. KMOX responded to crime and public safety concerns by sponsoring a safety seminar titled "Street Smart," which allowed citizens to get advice on how to protect themselves. Last summer, KMOX hosts Kevin Horrigan and Charles Brennan sold over 10,000 bottles of Kevin and Charles Salad Dressing which translated into \$14,000 for the Assistance League of St. Louis. KMOX initiated a weekly, on-air announcement called "Student of the Week." The announcement highlights students from area high schools who have a willingness to help others while maintaining good grades. Last fall, KMOX teamed up with the City of St. Louis for the first "Lambert International Airport Disadvantaged Business Enterprise Trade Fair," which introduced minority and women contractors to business opportunities in aviation. KMOX closed 1994 with "Twenty Days of Giving." Listeners were asked to grant the holiday wishes of 100 children from a public housing complex. In 1994, KMOX ran 11,164 PSAs for community concerns, raised nearly a half-million dollars to address community needs, and donated thousands of hours in staff time to help the community.

# KPRS-FM

*11131 Colorado Avenue, Kansas City, MO 64137*

*Telephone: 816-763-2040, Contact: Monica Cassidy, Community Relations Director*

For the past 45 years the Carter Broadcast Group, the oldest existing black-owned radio company, has been recognized as the most community-oriented radio company in Kansas City, particularly within the black community. Why? Because we offer consistent community programming, provide station sponsored community service events, and get involved in the community. KPRS's community programming includes *Generation Rap*, a youth-oriented talk show; *Ad Hoc Group Against Crime*, a 17-year-old organization that assists police authorities with missing persons, runaways, etc.; and others. KPRS's major public service campaign for 1994, *Put The Damn Guns Down*, was a PSA campaign promoted on-air by the station president, the KC Chiefs, the Royals, and other community leaders. KPRS's station sponsored community service events included "Kansas City Gun Buy Back" (2121 guns were collected in two days); "Don Bosco Back To School Bash" (3,000 packages of school supplies were distributed to needy inner city youth); and, the KPRS "Black Expo," which featured black-owned or targeted businesses and attracted 57,000 people. KPRS's community leadership and involvement was demonstrated by: KPRS's staff adopting and buying gifts for the Salvation Army Christmas Tree Angles and serving dinner at the City Union Mission Family Center.

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# KQRS-AM/FM

917 N. Lilac Drive, Minneapolis, MN 55422

Telephone: 612-545-5601, Contact: Mark Steinmetz, President/General Manager

During 1994, KQRS's commitment to the community helped raise \$130,000 for: Missing Children of Minnesota, the Cystic Fibrosis Foundation, Minnesota Arthritis Foundation, The Minnesota Food Shelf, Minnesota Special Olympics, Leukemia Research, American Lung Association, American Cancer Society, Make-A-Wish Minnesota, March of Dimes, and the Juvenile Diabetes Foundation. Requests made to the KQRS/Capital Cities/ABC Foundation granted nearly \$40,000 to eight non-profit organizations. KQRS donated approximately \$366,000 in PSAs. We collected 40,000 coats for homeless shelters, gave Thanksgiving turkeys to another 200 people, and donated funds to the food shelf that generated 50 tons of food, enough to feed 13,000 people for one month. The "Toys for Tots" Holiday promotion resulted in thousands of toys donated to area shelters. KQRS's commitment to serve the community begins each year with an annual call-out research project to over 1,000 citizens. Through long-form programming, PSAs, and charity promotional campaigns, we addressed these issues: crime, taxes, homelessness, hunger, education, the economy, the environment, healthcare, and parenting. In all, we donated over 10,000 minutes of programming to these issues.

# KRRV-AM/FM

1515 Jackson Street, Alexandria, LA 71301

Telephone: 318-443-7454, Contact: Wendy Williams, News Director

Country music and community service have one name in Central Louisiana — KRRV. For seventeen years KRRV has served up hit-kicking Country music, hard-hitting news, and heart-warming entertainment. KRRV has been named Louisiana's "Radio Station of the Year" four of the past five years by the Louisiana Broadcasters Association, "Best Radio Station" in the local paper's *Cenla's Best of the Best*, "#1 Radio Station" for eight years by a local college, and is listened to by 21-31% of everyone in the Alexandria area for over a decade. KRRV's news team has won five top AP awards in 1994, including "Best of Show," and two state First awards in educational reporting. KRRV gave over 740 hours of airtime; 6,400 hours of staff time; aired 26,300 PSAs; raised \$165,561 for local charities; and, gave 360 units of blood — all to benefit the community. The KRRV staff walked, ran, rode, judged, bowled, played ball, participated in 37 parades and 14 festivals, and used the powerful voice of KRRV to improve the quality of life in Central Louisiana.

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# KSEN-AM

*830 Oilfield Avenue, Shelby, MT 59474*

*Telephone: 406-434-5241, Contact: Anne Wiens, Program Manager*

KSEN staff announcers have a motto: "If you can work here, you can work anywhere." With a staff of four full-time announcers and one newsman, we are more involved in our community than stations three times our size. Our "community" includes a five county, 12,000 square mile area of north-central Montana. Our most important public service is news coverage, and this is where we shine. In January, KSEN provided live reports from the local grain farmers' blockade (local farmers were angered by unfair grain prices resulting from the influx of Canadian delivered grain) and fed information to the Associated Press. In September, a tragedy occurred when a police officer was shot and killed. For the 14 hours that followed the murder, police were engaged in a stand-off with his killer. KSEN sent our newsman 88 miles to call in live reports. No other local station covered it. KSEN's coverage of these events earned us a special citation from the AP and an award from the Montana Broadcasters Association. During 1994 we aired hundreds of PSAs for locals schools, churches, community organizations, and others. KSEN also airs every weekday *This, That, or the Other*, a listener-focused, issue-oriented program. KSEN boasts a small but involved staff. Everyone from the receptionist to the general manager volunteers to help out a variety of concerns.

# KSNE-FM

*1064 E. Sabara Avenue, Las Vegas, NV 89104*

*Telephone: 702-796-4040, Contact: Candace Morrison, Promotions Coordinator*

KSNE-FM/Sunny 106.5 "The Soft Music Station" in Las Vegas, Nevada, not only commits itself to quality programming, but strives to make the needs of the community a priority. Every day, local newscasts, traffic, and weather inform our listeners. Every hour public service announcements notify our listeners about local needs. Three public service programs air weekly: *Insight*, an in-house produced program focusing on local concerns; *University Focus*, which deals with University of Nevada issues; and, *MasterControl*, which tackles personal and family issues. Here are some highlights from our 1994 year of community service: \$18,000 for Angel Planes/ Children's Miracle Flights; \$62,000 in cash and an additional \$68,000 worth of goods and services for Goodwill; and, over \$135,000 for Opportunity Village, the largest organization in Southern Nevada which trains and employs the disabled. The staff of KSNE also likes to get out of the station and in with the community. KSNE staff hosted the "Egg-Cellent Easter Egg Hunt," "Safe Street" for Halloween (over 19,000 people attended), and a wide-variety of other community happenings. KSNE impacts the community through quality programming and strong community events.

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# KSSN-FM

*8114 Cantrell Road, Little Rock, AR 72227*

*Telephone: 501-227-9696, Contact: Sericia Holmes, Promotions Director*

KSSN is an active supporter of a wide scope of community organizations, events, and charities. Capping off a year's worth of public service, KSSN was recognized by the United States Marine Corps Reserve for collecting over 900,000 Christmas gifts for underprivileged children of Arkansas. KSSN was also instrumental in raising over \$20,000 for Arkansas Children's Hospital by conducting a 24-hour "Radiothon" and helped the University of Arkansas for Medical Sciences raise over \$50,000 by participating in phonathons and sponsoring benefit events. Throughout the year, KSSN collected hundred of pints of blood for the American Red Cross and helped the Leukemia Society raise funds through hundreds of PSAs. KSSN supported Law Enforcement Appreciation Day and the "Torch Run" for Arkansas Special Olympics. KSSN participated in the "Great American Smokeout," collecting cigarettes and urging listeners to stop smoking. KSSN was a regular supporter of community sponsored horse shows, craft shows, festivals, telethons, and the arts. KSSN regularly donated prizes and staff support to school carnivals, charity auctions, church bazaars, and other non-profit causes. KSSN also provided hundreds of minutes of airtime to community organizations and donated hundreds of volunteer hours to community concerns.

# KWOA-AM

*P.O. Box 730, Worthington, MN 56187*

*Telephone: 507-376-6165, Contact: Darrell Stitt, News Director*

KWOA-AM is dedicated to service in the tri-state region. KWOA has a strong sense of community commitment. The KWOA community includes a large portion of southwest Minnesota, northwest Iowa, and southeast South Dakota. KWOA's many special event broadcasts included a Golden Years Expo, dedicated to serving the needs of the area's senior citizens (1,000 attended); a radio auction for the Achievement Center; a workshop for the handicapped (\$37,000 raised); a Fireworks Fund Drive so the community could celebrate July 4th in style (\$5,000 raised); and many other events. KWOA broadcast live from nine county fairs, the Minnesota State Fair, and the North American Farm and Power Show. Agriculture is important to KWOA listeners so KWOA celebrated Beef Month by broadcasting live from a local cattleman's operations. The station recognized Hog Wild Days by focusing a live broadcast around pork production and the relationship between farm and city interests. KWOA also provides the unique service of broadcasting weather announcements in three languages. This way our Latin-American, Vietnamese, and Laotian listeners are informed during times of severe weather. Through numerous station-developed programs, KWOA continues its long-standing "tradition of service."

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# KWOX-FM

*101 Centre, K-101, Williams at Downs Avenue, Woodward, OK 73801  
Telephone: 405-256-4101, Contact: Michael Barnes, Program Director*

K-101 starts each year with community support. "Round Ball Round Up," area-wide coverage of high school basketball begins in January, as well as planning for the many other events that K-101 sponsors, plans, and implements. Other yearly 1994 events included the June "K-101 Classic Bowl," in which \$3,000 in scholarships are given out annually to high school football players, cheerleaders, band members, and coaches. April events included a fund-raiser for the Woodward School System called "Donkey Basketball" (\$1,500 raised, helping 16 people) and the largest home and agri-business trade show in the tri-state region, the "K-101 Expo." July brought "K-101 Fun Days" to the community with a free July 4th celebration. Beginning in September and running through December we featured Friday night high school football games. October through December, K-101 organized an area wide effort to collect and distribute coats to the tri-state needy (over 1,000 coats were collected). In 1994, K-101 aired PSAs from over 570 organizations and contributed countless hours of service to the community.

# KZZY-FM

*318 W. Walnut Street, Devils Lake, ND 58301  
Telephone: 701-662-7563, Contact: Curt Teigen, Operations Manager*

In the short time KZZY has been on the air, the station and its employees have become respected leaders in our small community. Of our full-time staff of 11, six employees held leadership positions in service organizations in 1994, and our staff is active in a total of 24 community service groups. In April, KZZY held the largest child safety program our city has ever seen, involving 557 area children. Our Christmas "Sharing Tree" promotion provided gifts for over 100 disadvantaged children. The KZZY news staff of two won three AP awards in 1994. KZZY contributed a total of 160 news stories to AP, and two of the top ten North Dakota news stories in 1994 were KZZY news stories. KZZY also dedicates 15 minutes daily to focusing on one specific topic or person of interest to our area. This program, *Community Closeup*, features regular guests, such as local and state government officials, North Dakota's congressional delegates, area Indian tribal delegates, and other officials. Our staff, station events, local news, community affairs programming, and public service awareness campaigns (against substance abuse, for crimestoppers, and against holiday drinking and driving) have made KZZY a very valuable part of life in the Devils Lake region.

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# WACO-AM/FM

*314 West State Highway 6, Waco, TX 76712*

*Telephone: 817-772-7100, Contact: Ann Harder, News Director*

WACO-AM and FM broadcast simultaneously except for a daily morning show, setting a public service standard for Central Texas media. During 1994, station management and staff participated in efforts to help scores of local charitable causes, providing not only broadcast time for publicity, but man-hours of volunteer help, creative expertise, and financial contributions as well. From planning a three-day trail ride which raised funds for a local food bank, to playing a softball game against members of the U.S. Marine Corps, WACO Radio staff consistently worked for agencies that serve thousands of people. The year's highlight came with the lighting of a Christmas Tree (a Guinness Book of World Records candidate) suspended 385 feet from atop the broadcast tower. The two thousand light tree, visible for up to 50 miles, was a remarkable collaboration of businesses, educators, and individuals generating \$25,000 in contributions which was shared between the Central Texas Salvation Army and the Community Cancer Association. Although the Waco area has received a great deal of notice in recent years, the spirit behind the community service effort of its namesake radio stations has been to always provide a positive attitude and extend a helping hand to those who need it.

# WAXX-FM

*944 Harlem Street, Altoona, WI 54720*

*Telephone: 715-832-1530, Contact: John Murphy, Promotion Director*

Since its inception in 1966, WAXX has taken the lead in serving the community. A community that includes not only the Eau Claire/Chippewa Falls, Wisconsin metro area, but the 23 counties the 100,000 watt WAXX signal serves. WAXX is without question the leader in news, farm news, and weather reporting in West Central Wisconsin. This commitment to the community extends to the on air-staff and promotion department. WAXX helped to organize, plan, promote, and participate in 85 events in 1994. WAXX helped with efforts as diverse as food drives, benefit concerts, bell ringings, radiothons, T-shirt sales, and charity basketball games. The charities WAXX helped included: United Cerebral Palsy, March of Dimes, Salvation Army, Red Cross, American Heart Association, Main Street Association, Leukemia Society of America, FFA Alumni, 4-H groups, high school booster clubs, Easter Seals, Girl Scouts, and drug and alcohol abuse awareness programs. In 1994, WAXX devoted more than 6,600 hours of programming and promotion to charitable organizations. These efforts by WAXX raised \$132,000 for charity in 1994. WAXX is more than just a great radio station that plays Country Music — WAXX and its staff are an integral part of the lives of people in the 138 communities WAXX serves.

*The Standard of Excellence*

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# WBAL-AM

*3800 Hooper Avenue, Baltimore, MD 21211*

*Telephone: 410-338-6555, Contact: Laurie Fleishman Walowitz, Director,  
Marketing & Promotion*

Radio 11 WBALtimore. Our name says it all. It was not by accident that WBAL Radio (1090 AM) was Maryland's most listened to radio station in 1994. 420,000 (Arbitron 1994, cume, persons 12+, Mo-Su, 6AM-MID) people tuned in for a variety of reasons. For some it was because WBAL Radio is where the news comes first. WBAL staffs the largest radio news department in the state, and has been recognized with numerous local, regional, national, and international awards. For others it was because the talk shows are programmed to be informative, thought-provoking, and entertaining. Three of the four daily talk shows on WBAL are produced locally; one is a syndicated program. And for others it was because, every day, WBAL's commitment to the community pervades the station. Summarizing WBAL Radio's 1994 efforts revealed astonishing numbers. WBAL ran 2,555 PSAs for 130 organizations. WBAL made over 10,000 weather related announcements in the first six weeks of Baltimore's worst winter in years. WBAL collaborated with over 30 non-profit groups, committing over 3,000 promotion spots. The "WBAL Radio Kids Campaign" donated \$110,000 to help Baltimore's children. WBAL provided 25,000 free winter coats to needy kids.

# WBEE-FM

*500 E. Forman Building, Midtown Plaza, Rochester, NY 14604*

*Telephone: 716-423-2900, Contact: Todd Blide, Operations Manager*

WBEE's ongoing commitment is to improve the quality of life in the Greater Rochester area. WBEE accomplishes this by staying deeply involved with listeners and their communities, civic and cultural groups, and other non-profit organizations. Again in 1994, over 15,000 public service and community event announcements were broadcast. The station conceived, produced, and aired community service campaigns to battle substance abuse and drunk driving. Rochester area arts, civic, and cultural organizations benefited from WBEE community service campaigns. The "Seventh Annual WBEE/Ronald McDonald House Radiothon" raised a new record total of \$40,155 from over 1,000 donors. All 33 WBEE staffers worked for months in preparation for and throughout the 16-hour live broadcast to raise funds to keep Rochester's "home away from home" in operation. Since the initial capital campaign in 1987, WBEE has helped raise nearly \$1.8 million for the "House." During the inclement weather, *Operation Stormwatch* kept area listeners in touch with weather, road and traffic conditions, closings, cancellations, postponements, and other important information. WBEE's three weekly public affairs programs provided a valuable forum for discussion of area problems and solutions.

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# WBIZ-FM

*619 Cameron Street, Eau Claire, WI 54703*

*Telephone: 715-835-1007, Contact: Debbie Milkie, Promotion Director*

WBIZ Radio (Z-100) is the Chippewa Valley. We realize people here are one-in-a-million and we are dedicated to the continued well-being of our community. We are committed to making our city better. WBIZ is active in community events. The American Cancer Society came to us to help them with their first annual 24-hour "Relay for Life." We raised over \$12,000 for cancer research. The "Z-100 Regis Rendezvous Days" were a tremendous success, raising \$55,000. When we felt Eau Claire's adolescent/teen drug abuse problem was a concern, we produced and distributed 30,000 copies of an anti-drug tabloid. When Z-100 learned that there were needy children who would not have had a Christmas without our help, we had a community drive to make sure each child received the one Christmas wish that meant the most to them. Without our help, these children would have had nothing. Quite simply, Z-100 is successful because of the people in the Chippewa Valley. We want to give back everything we possibly can to thank them. If it weren't for the Chippewa Valley, WBIZ wouldn't be what it is today.

# WDBO-AM

*4192 John Young Parkway, Orlando, FL 32804*

*Telephone: 407-295-5858, Contact: Denise Dillman, Promotions Director*

The smile of a child. A handshake of hope. A glance that says "thank you," in a way that words cannot. These are the rewards of WDBO's year-long "Campaign for Kids." 1994 saw WDBO and cooperating agencies contribute more than \$350,000 in cash and broadcast promotion to Central Florida charities. WDBO joined forces with local agencies to provide medical care to area youngsters, independence to children whose disabilities had previously given them little freedom, and food to kids for whom the next meal was often an uncertainty. WDBO teamed with The Junior League of Greater Orlando to raise \$63,000 for Children's causes. The station sponsored two golf tournaments which generated more than \$37,000 for the Russell Home for Atypical Children. WDBO's "Crystal Home Collection" put more than \$27,000 in the coffers of Florida Hospital's Pediatric Cancer Program. And, the station sponsored a Central Florida All American Academic Team. In addition, the station displayed its service commitment to Central Florida with award-winning local news coverage and top-rated local talk programming. WDBO won twelve AP, RTNDA, and Central Florida Press Club awards for outstanding local coverage.



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# WDST-FM/WDSP-FM

*118 Tinker Street, Woodstock, NY 12498*

*Telephone: 914-679-7266, Contact: Julie McKenna, Public Affairs Director*

Radio Woodstock, 100.1 and 96.9 WDST/WDSP-FM's strong commitment to community service comes from its unique connection to a town whose name has become synonymous with social awareness and activism. The 25th anniversary of the Woodstock Festival coincided with the station's expansion to a larger and more diversified audience. WDST's involvement with the Woodstock Anniversary Festival was multifaceted, creating an opportunity to fully realize the concept "Think Globally, Act Locally." WDST personnel were involved in all aspects of this historic event, representing its community, eliciting its support, and providing it with essential information. During this past year, WDST enhanced its commitment to organizations within its listening area. The station consistently donated its time and generated revenues for organizations involved with children's rights, domestic violence, education, AIDS, and many other issues. WDST also consistently aired announcements covering support groups and organizations and promoting non-profit organizations. WDST's daily talk show *Conversations* provided a forum for more in-depth coverage of issues and community affairs. WDST's staff continued to be active in the communities we serve, volunteering thousands of hours for a wide variety of community concerns.

# WEAS-FM

*2515 Abercorn Street, Savannah, GA 31403*

*Telephone: 912-234-7264, Contact: Rick Whitson, General Manager*

WEAS began its 27th year dedicated to making it our best ever in community service. WEAS is proud to say, we feel we accomplished our goal. Being the first radio station in America to initiate plans to make its city an "Education 2000" community, we expanded our "E is for Education" campaign with school spirit contests, student of the month awards, and teacher of the day awards. We also created multi-media education forums. We even visited a school campus all 180 days of the school year. Our community involvement did not stop there. WEAS sponsored the Georgia Special Olympics; collected 1,500 pounds of food for Harvest Food Bank; raised over \$12,000 for charities with our annual "Family Day in the Park;" helped raise \$30,000 for Habitat for Humanity and Big Brothers, Big Sisters; promoted foster care; fed over 300 needy at Thanksgiving; and helped needy children with our "Christmas for Kids" campaign. Because of our community efforts, WEAS was named by the GAB, "Georgia Radio Station of the Year" for an unprecedented third year in a row. The NAB named our "E is for Education" campaign as one of the "Best of the Best" and the MLK Observance Day Committee named WEAS as "Business of the Year."

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# WHCN-FM

*1039 Asylum Avenue, Hartford, CT 06105*

*Telephone: 203-247-1060, Contact: Cindy VanCleaf, Promotion Director*

Throughout the 1994 broadcast year, WHCN continued its role as educator, leader, and voice of the Hartford community. Through its involvement with community organizations, whether lending a voice to educational campaigns or a helping hand to charitable causes, WHCN's dedication to community service is extensive. In an effort to serve and educate the community, WHCN presented the weekly interview show *Person-to-Person*, the daily feature *60 Seconds*, daily newscasts, and an ongoing series of public service announcements. In conjunction with local nonprofit organizations WHCN sponsored a variety of events that raised money and gathered resources for charitable organizations and helped get people involved in their efforts. "Rush For Food Drive" collected 1,290 food items; "Hoop It Up" recruited 800 teams; "Race for Special Olympics" raised \$6,200; "8th Annual Mud Volleyball Tournament" raised \$35,000 for the Epilepsy Foundation; and, "1st Annual Rock Auction" raised \$6,800 for Ronald McDonald charities. Community leaders, political figures, newsmakers, and nonprofit organizations were frequent guests on WHCN, educating and informing listeners about issues or events that affected the community.

# WILM-AM

*1215 French Street, Wilmington, DE 19801*

*Telephone: 302-656-9800, Contact: Allan R. Loudell, Program Manager*

Maintaining the only 1,000 watt, AM "stand-alone" in America with a primarily locally originated all-news & information format seven days a week, resisting the trend to satellite talk on weekends. In 1994, two prison-breaks and all-news Delaware Primary Night coverage. We sponsored eight formal, commercial-free, candidates' debates. We co-sponsored "Hands Across the Brandywine," (raised \$21,000); the "Entrepreneurial Women's Expo," started a monthly program for high school student-journalists; and, broadcast live from church & ethnic festivals. Under the "WILM Speakers' Bureau," our people lecture at civic functions, churches, high schools, and colleges throughout the year. Because of Delaware's international standing as America's corporate capital, listeners hear our live interviews each day from the network of more than 350 journalists and experts we have assembled from around the world: Moscow, Chechnya, Bosnia, the Middle-East, Korea, South Africa, Mexico, and more. The only Delaware broadcasting station with a full-time state legislative correspondent, court reporter, and local business editor. Beyond PSAs and drive-time airtime donations to the arts (Grand Opera House, Delaware Symphony, Delaware Theater Company, First Night Wilmington, etc.), WILM donated a recycling site to the Delaware Solid Waste Commission.

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# WLNG-AM/FM

*Redwood Causeway, Sag Harbor, Long Island, NY 11963  
Telephone: 516-725-2300, Contact: Paul Sidney, President*

From day one, the foundation of WLNG's success, its whole mission has been to care for and intertwine with the community. In 1994, WLNG gave approximately 30% of its airtime to local causes. WLNG did 85 fund-raising remotes for community organizations, aired 21,900 PSAs, covered 23 local football games, and carried 12 minutes of mostly local news per hour during primetime. Our community expects more from us and they get 110%. With four mobile units busy almost daily and 24 on staff (the station full-timers have tenure averaging 19 years) what has been achieved is hard to match. Easter Sunday, we brought our entire East End community together raising funds and collecting necessities for the victims of a fire that almost destroyed our village. Christmas weekend we were instrumental in restoring power to 233,000 customers through our continuous coverage. We raised \$8,000 in five hours for paralyzed veteran groups and added an additional \$12,000 to the coffers of the East Hampton Catastrophic Illness fund through an annual fund-raiser we were instrumental in starting three years ago.

# WMT-AM

*600 Old Marion Road NE, Cedar Rapids, IA 52406  
Telephone: 319-395-0530, Contact: Rick Sellers,  
Vice President/Operations and Programming*

WMT-AM Radio, a medium market station in Cedar Rapids, Iowa, has always done things in a major market way throughout its 73-year existence. Our dedication to community service earned WMT one of the first Crystal Awards in 1988. Today, our commitment to community service continues with even more intensity. WMT's 1994 commitment to our region is best described through our community service events. However, there is one particular "cause" that this radio station has fought for since the early 1970s. 1994 was the year that our efforts for this valuable local resource reached new heights. Camp Courageous is a locally owned and operated year-round camp for mentally and physically challenged individuals of all ages. This facility receives no government grants and has no paid fund-raisers. But since its inception, the number of "campers" has risen from 211 to nearly 4,000. Over the years, and especially during 1994, WMT has conceived original ideas to raise overall awareness, as well as funds, for this camp. In 1994, WMT raised \$1 million for Camp Courageous with donated airtime valued at \$1 million. Other 1994 highlights included \$140,000 to the St. Luke's Child Care Foundation; "Celebration of Freedom," a 9-day series of events that concludes with a live concert and fireworks and is attended by over 1 million people; and, \$8,300 to the United Way.

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# WNCI-FM

*One Nationwide Plaza, 2nd Floor, Columbus, OH 43215*  
*Telephone: 614-224-9624, Contact: Heidi Wem, News Reporter*

"WNCI cares about Columbus" is the tag on every station public service announcement. Our PSAs, community related programs, station sponsorship of fund-raising events, and staff involvement illustrate our commitment to that statement. WNCI offers a quality line-up of service-oriented shows. *Breakthroughs and Better Living* keeps listeners up to date on all of the latest health news, tips, and technological advancements. The 30-minute show presents health experts addressing a variety of topics targeted toward saving lives and improving the quality of life for our listeners. *Columbus on Center* features solutions for community problems and helps keep our listeners abreast of programs, events, and unique organizations in Central Ohio. *Help Yourself* is billed as Central Ohio's only "how-to" radio show. The station sponsors many events each year to aid charities (\$40,000 to the Central Ohio Lung Association; \$18,000 for Cystic Fibrosis; \$55,000 to the Epilepsy Foundation; \$36,000 for Kids N' Kamp; \$22,000 worth of holiday joy for 69 Central Ohio families) and promotes positive growth within the community while WNCI staffers distinguish themselves throughout the community in more than 27 different non-profit organizations.

# WOKO-FM

*70 Joy Drive, S. Burlington, VT, 05403*  
*Telephone: 802-658-1230, Contact: Dan Dubonnet, Vice President/General Manager*

In 1994, WOKO-FM received the honor of being named the Vermont Association of Broadcasters' Radio Station of the Year ... again. 98.9 WOKO-FM was recognized by its peers for excellence in community service for the second consecutive year. Here is just some of what WOKO provided this past year. Local programming with *In Touch*, highlighting community activities and concerns; *Prognosis*, providing health information; and, public service announcements along with a toll-free number for our listeners to call-in their own PSAs. Community fund-raisers and events included \$28,000 for the VT Lung Association; \$1,100 for the Burlington Boys and Girls Club; \$19,000 for Cystic Fibrosis; \$4,000 for the Make-A-Wish Foundation; and, \$65,000 for the American Diabetes Association. This year WOKO has its sights set on a possible three-peat. Our goal remains the same as when we signed on back in 1990, to be the most prominent community-minded broadcast property in the marketplace.

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# WPCH-FM

*550 Pharr Road NE, Suite 400, Atlanta, GA 30363*

*Telephone: 404-261-9500, Contact: Steve Goss, Program Director*

Peach 94 nine's community service efforts for 1994 were unprecedented in our station's 22-year history. The commitment was made to shed our "background" image not just through programming, but via a well-planned public service campaign on and off the air that would have the potential to impact every individual in our listening audience. As it turned out, not only did we have remarkable success in reaching out to Metro Atlantans and their families through fund-raisers for Multiple Sclerosis, Cystic Fibrosis, The Atlanta Community Food Bank, and events sponsored by the "Our Kids Come First" campaign, but we were able to reach far beyond Atlanta by way of our efforts to assist the victims of South Georgia's devastating floods. That we were able to bring relief to people who may never have even heard of Peach 94 nine was especially gratifying. If we had to assign a dollar amount to money raised for individuals, families, and organizations for 1994, the total would exceed \$522,000; less easy to quantify, but just as rewarding, were the scores of smiles we helped bring to the patients at Scottish Rite Children's Medical Center, or the hundreds of bicycles distributed to Atlanta's poor children.

# WPSK-FM

*1006 Bob White Blvd., Pulaski, VA 24301*

*Telephone: 703-980-2702, Contact: Ed Sberman, News Director*

Operating in a small market with resources to match, WPSK has dedicated itself to earning listeners through community service and involvement. Over the past 12 months WPSK has worked with community outreach programs such as the United Way, Habitat for Humanity, and the Salvation Army to support our neighbors in need through contributions of time and listener donations. WPSK joined forces with the local Kiwanis Club and raised \$10,000 to help area children. WPSK worked with the Forest Department to plant 300 saplings in areas hardest hit by winter ice storms. More importantly, WPSK has used the immediacy of the broadcast medium to lend a hand to those people facing devastating or catastrophic problems. When a child was killed on a school bus driven by his mother, WPSK was there to help with funeral expenses. When Sam Price needed a wheel chair lift to remain an active member of society, WPSK was there. When a homeless family needed a place to live, WPSK was there. We are dedicated to serving our friends and neighbors throughout the New River Valley and have done so without pause.

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# WRAL-FM

*711 Hillsborough Street, Raleigh, NC 27605*

*Telephone: 919-890-6101, Contact: Mary Fogle, Promotion Director*

MIX 101.5 WRAL-FM's commitment to the community is exemplified by our motto: We Care, We Listen, We Get Involved. Whether it's a major station event or an on-going effort, MIX 101.5 prides itself on being out in the community, working side-by-side with our listeners. 1994 was a special year for MIX 101.5 as we launched a major campaign for Duke Children's Hospital. Our first ever Radiothon for the hospital raised over \$125,000 in just four and a half days. We found out this year how much our community believes in us and relies on us to help them "help others." We coordinated a massive food drive for the Food Bank of North Carolina during the holiday season when donations were extremely low. We made Christmas dreams come true for ten Triangle families, who without our help would have had no Christmas at all. WRAL aired PSAs to support everything from pancake breakfasts to free cholesterol screenings. By ascertaining the concerns of our community WRAL addressed education, economy/joblessness, crime/drugs/alcohol, environment, health, and other issues during our weekly programs *North Carolina Reports* and *Radio Health Journal*. Our day-to-day commitment has been to discover new ways and means to reach out to our community and lend a helping hand in times of need.

# WSPT-FM

*500 Division Street, Stevens Point, WI 54481*

*Telephone: 715-341-9800, Contact: Margie Dopp, Executive Assistant*

At WSPT, we appreciate how our medium can positively or negatively affect our audience. As a leader in the area's radio arena, we continually strive to set a positive example. WSPT supports various activities which benefit our youth — our future. By collaborating with a convenience store we launched the "First Annual Fuel for the Mind" campaign, to raise funds to benefit area schools. "Trick or Treat for Safety's Sake" allowed children to trick or treat within the safe confines of an area mall. Our annual sponsorship of UW Stevens Point's "Spud Bowl" raised \$15,000 in scholarship funds. We once again sponsored the "Schierl Companies Sixth Annual Run/Walk" and raised \$37,000 for the American Cancer Society. Similarly, we sponsored a massive campaign to promote the March of Dimes annual "Jail and Bail" and raised \$17,500. In order to confront and control the rapidly increasing instances of substance abuse in our community, we assembled an educational tabloid entitled, "On the Right Track." This tabloid was then distributed through local schools, clinics, and newspapers. With support from area non-profit groups, we fulfilled the wish lists of over 800 deserving children through our "Christmas is for Children," allowing them to have a special Christmas after all.

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# WVPO-AM

*22 S. Sixth Street, Stroudsburg, PA 18360*

*Telephone: 717-421-2100, Contact: Susan LaRosa Starnes, General Manager*

WVPO's slogan is "The Voice of the Poconos." It's a motto WVPO takes seriously, serving as a distributor of information vital to the community. WVPO news was there in the brutal winter of '94, providing information on personal, travel, and home safety, as well as a guide to local agencies that could provide help. When a local dam ruptured in April, WVPO was on the air with evacuation information and alternate traffic routes. WVPO was there for businesses with our "Shop at Home" campaign, encouraging residents to do their holiday shopping at home and support local business. WVPO also welcomed businesses migrating to the area by featuring them on our business and Chamber of Commerce programs. And WVPO was always there for local charities. In 1994, WVPO sponsored fund-raisers for the Easter Seals, Heart Association, Kiwanis, Dennis Pesotini Kidney Fund, and Salvation Army, helping those groups to raise more than \$35,000. WVPO also provided free airtime to other local organizations to help publicize their fund-raising efforts and gave a voice to hundreds of smaller groups by providing more than 100 public service announcements weekly. WVPO — the small daytime station that understands its full-time responsibility to the community.

# WWKI-FM

*519 North Main Street, Kokomo, IN 46901*

*Telephone: 317-459-4191, Contact: Dave Broman, Program Director*

Half a million dollars for those in need. Thousands of lives touched. WWKI's community service record spans the year — and is one to be proud of. The station's 1994 roster of projects included: a fire safety program in February (in response to two fatal fires); "Rise 'N' Shine for Heat," the March of Dimes Walk America in April (a fund-raising record); a community volunteer recognition banquet; the annual Haynes-Apperson Festival in July (to raise money for an automotive museum); the Haynes Auto Centennial Celebration; the Kokomo-Howard County Sesquicentennial; the 1994 Alley Ball Tournament for Easter Seals in July; Jay's Fan Club (collecting fans for the elderly and infirm); Farm Venture in September (a farm tour for city families); Project Kid Care; a Terri Gibbs concert in October to benefit the Lions' Sight First Project; the Marion Fire Prevention Week show; The Howard County Health Fair; and, our 22nd annual "We Care" in December (a record \$456,000). Plus, we were involved in two more personal projects: arranging a visit with Vince Gill for a young cancer patient, and arranging a new heating system for an elderly man who wanted to spend his last Christmas at home.

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# WXTR-FM

5210 Auth Road, Marlow Heights, MD 20746

Telephone: 301-899-3014, Contact: Peggy Castle, Promotions Assistant

WXTR-FM (XTRA 104) believes every radio station has a responsibility to its community. Throughout 1994, XTRA became involved in community events that enabled us to reach out and touch our listeners and make a difference around the area. Events such as weekend fund-raisers, small community festivals, 10K runs and city-wide events with over 1 million attendees filled the station's calendar. "XTRA 104 Cares About Kids," is our two year old "umbrella campaign" that continues to grow. The projects in which we involve ourselves seek to better children's lives through education, health, and fitness. In 1994, we created the "XTRA 104 Cares About Kids Foundation," a non-profit organization to further reach our goals. Since August, we have raised over \$87,000 to help send children with cancer to summer camp as well as to provide a Christmas celebration for children in local foster care programs. Local programming included *Community Spotlight*, a weekly show that addressed issues such as local traffic, recycling, domestic violence, pollution and the Chesapeake Bay, and others. Community service events included "Zoofari," attracting 3,000 people to the zoo and raising \$270,000; "Relay for Life," which brought out 600 runners and walkers and raised \$62,000; and, "Spooktacular," which allowed 5,000 kids to trick or treat safely at an area mall.



